This is Nova Scotia.

DELIVER the EXPERIENCE

2004 | PARTNERSHIP OPPORTUNITIES

NOVA SCOTIA
Tourism Partnership
COUNCIL

www.nstpc.com

NOVA SCOTIA
Tourism Partnership

New in 2004

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2004 Partnership Opportunities Guidelines

- Media advertising prices listed are approximately 60% of the actual cost
- Prices are based on one insertion, 4-colour material
- All costs are quoted in Canadian dollars
- Costs may be subject to change
- HST is included in all pricing
- Costs for production of advertising material are not included
- Advertising content and claims are subject to review and approval by the Nova Scotia Department of Tourism & Culture – Tourism Division. Prior to submitting film, ad layout needs to be provided for approval
- Each order is subject to review. Any or all applications for co-op assistance may not be accepted
- All programs are subject to cancellation at any time due to lack of sufficient participation
- No liability is assumed by Corporate Communications Limited, the Province of Nova Scotia or media for any claims made
- Advertising specifications for each program will be provided once we have received your booking

Please see individual program contacts for booking and payment details.

NOVA SCOTIA
Tourism Partnership

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ATLANTIC CANADA | ONTARIO | QUÉBEC | NORTH EASTERN US | EUROPE | NICHE MARKETS | ALL MARKETS

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ATLANTIC CANADA
PARTNERSHIP OPPORTUNITIES

ADVERTISING OFFER

2004 Festival & Events Guide

The 2004 edition of the guide will be 24 - 8 1/2 x 11 pages redesigned to improve the marketing efforts for the wide range of festivals and events throughout the province. 100,000 copies will be printed for broad circulation, as fulfillment to the parts of the Regional advertising campaign and to VIC's and point-of-sales kiosks. Advertising available first to festivals and events. Available as electronic fulfillment on-line.

Contact: Pam Wamback, (902)424-4170, wambackp@gov.ns.ca

Deadlines	Cost
Booking: November 28, 2003	1/2 page - $600
Materials: December 5, 2003	1/4 page - $300
	1/8 page - $150

Seasonal Vacation Value Books

Customized 4-Colour publications featuring editorial and special offer that are distributed to over 250,000 targeted households in Atlantic Canada through direct mail, VIC's and point-of-sale kiosks. Available as electronic fulfillment online. Anyone visiting the novascotia.com website will have access to the offers. Nova Scotia advertising initiatives in 2004 will drive individuals to the site. Participants must agree to track the use of their offer and must meet at least one of the following criteria:

- Minimum 20% discount on product,
- Value-added feature with minimum $10 value, OR
- A package including minimum 1 overnight stay and 2 additional components.

Contact: Pam Wamback, (902)424-4170, wambackp@gov.ns.ca

Issue	Distribution	Deadlines	Cost
Spring/Summer	April 2004	January 30, 2004	$300
Fall	September 2004	June 25, 2004	$300

TRAVEL SHOW

Atlantic Canada Showcase
St. John's, NL, October 12-14, 2004

Motorcoach operators from Canada and US interested in Atlantic Canadian products meeting in one-on-one pre-scheduled appointments.

Who Should Attend:	Contact:	Cost:
Accommodations, attractions/events, receptive operators, Destination Marketing Organizations	Michele Bourgeois (902)424-5037 mbourgeo@gov.ns.ca	TBA Accommodation and travel costs extra. Programs and costs may be subject to change.

ONTARIO
PARTNERSHIP OPPORTUNITIES

ADVERTISING OFFER

Reader's Digest
(Eastern Canada Edition)

Advertise in the largest magazine in Canada. *Reader's Digest*, a broad interest consumer publication, reaches over 550,000 households in Eastern Canada. Your ad will be featured in an 8-page insert with Nova Scotia editorial written for *Reader's Digest*'s diverse audience.

Contact: Clare Tidby, (902) 493-3251, ctidby.ccl@cclgroup.ca

Insertion Date:	Deadlines:	Cost:
April 2004	Booking: January 2, 2004 Material: January 9, 2004	Full Page: $4,175 Half Page: $2,088

Canadian Living

Be seen by over 400,000 potential customers in Eastern Canada in a large and well-respected women's consumer magazine. Your ad will be featured in a 3-page insert amid editorial on Nova Scotia designed specifically for the *Canadian Living* reader.

Contact: Clare Tidby, (902) 493-3251, ctidby.ccl@cclgroup.ca

Insertion Date:	Deadlines:	Cost:
April 2004	Booking: December 21, 2003 Material: January 2, 2004	Full Page: $5,645 Half Page: $2,823 1/4 Page: $1,411

TRAVEL SHOW

Ontario Motorcoach AssociationAnnual Convention

Toronto, ON Nov. 7-10, 2004

Motorcoach tour operators primarily from Ontario meeting in one-to-one pre-scheduled appointments. Association membership is required to attend.

Upcoming Dates:

October 22-27, 2005

October 24-27, 2006

October 21-24, 2007

Who Should Attend:	Contact:	Cost:
Accommodations, attractions / events, receptive operators, Destination Marketing Organizations	Michele Bourgeois (902)424-5037 mbourgeo@gov.ns.ca	Approximately $600 registration fee Costs for accommodations and travel are additional. Programs and costs may be subject to change.

QUÉBEC
PARTNERSHIP OPPORTUNITIES

ADVERTISING OFFER

Sélection du Reader's Digest

With a circulation of 225,000, *Sélection* delivers very strong coverage to the core French market in Québec and New Brunswick, with added French coverage across the rest of Canada. Your ad will be featured in a 6-page insert containing editorial focussing on Nova Scotia product and travel opportunities.

Contact: Clare Tidby, (902) 493-3251, ctidby.ccl@cclgroup.ca

Insertion Date:	Deadlines:	Cost:
April 2004	Booking: January 2, 2004 Material: January 9, 2004	Full Page: $1,960 Half Page: $980

Montreal – La Presse and Le Journal

Be part of Nova Scotia's insert section in the two major French daily newspapers, *La Presse* and *Le Journal*. Your ad will be featured in a 4-page insert focussing on Acadian celebrations including the upcoming Congrès Mondial Acadien, named the #1 Event in Canada in 2004 by the American Bus Association. The combined circulation of the newspapers is 400,000.

Contact: Clare Tidby, (902) 493-3251, ctidby.ccl@cclgroup.ca

Insertion Date:	Deadlines:	Cost:
May 2004	Booking: February 3, 2004 Material: February 10, 2004	Full Page: $6,770 Half Page: $3,385 1/4 Page: $1,695

FULFILLMENT

2004 French Travel Guide

Du rêve à l'aventure is the fulfillment for all consumer inquiries generated by the internet and advertising campaigns in Francophone Canada, principally Québec. This 296-page complete trip planner closely parallels the *Doer's and Dreamer's Guide* and fulfills inquiries for French language requests from Québec, NB, NS and elsewhere. Print run of 100,000 copies.

Contact: Nancy Burgess, (902)424-4990, burgesnl@gov.ns.ca

Issue	Distribution	Deadlines	Cost
2004	March 2004	Booking : October 15, 2003 Materials : December 1, 2003	Rate card available.

TRAVEL SHOW

Salon Vacances et Loisirs d'été

(Summer Holidays Show)

Montreal, PQ, April 16-18, 2004
Québec City, PQ, April 23-25, 2004

One of the largest consumer holiday shows in Québec. In cooperation with Via-Rail, a block of booths are available to Nova Scotia industry operators to participate in a special Nova Scotia promotion at this major consumer holiday show in Montreal.

Who Should Attend:	Contact:	Cost:
Receptive tour operators, accommodations, attractions/events, Destination Marketing Organizations.	Cindy Wade (902)424-4676 cwade@gov.ns.ca	TBA Additional costs for travel and accommodations. Programs and costs may be subject to change. French language capabilities and the provision of collateral in French is necessary.

Bienvenue Québec

Québec City, PQ
October 25-27, 2004

Motorcoach tour operators from Canada (primarily Québec) and US meeting in one-to-one appointments.

Who Should Attend:	Contact:	Cost:
Accommodations, attractions / events, receptive operators, Destination Marketing Organizations	Michele Bourgeois (902)424-5037 mbourgeo@gov.ns.ca	Approximately $1,250 registration fee Additional costs for accommodations and travel. Programs and costs may be subject to change.

VISITOR INFORMATION

Ici, on parle francais

The program promotes enhanced customer service through the identification and promotion of tourism-related businesses that provide French service to our visitors

Eligibility:	Contact:
Although the program is under review, tourism-related businesses must have a minimum of one fully bilingual staff person in each front-line area during all hours of operation (subject to review). The program is provided at **no charge** to operators. Following the submission of an application, review and subsequent approval process, operators will receive a membership kit with lapel pins, tent cards and door decals.	Denise Blanchard-Carpentier (902)424-4153 blanchdx@gov.ns.ca

Northeastern US
PARTNERSHIP OPPORTUNITIES

ADVERTISING OFFER

Yankee Magazine

Yankee Magazine's audience of upscale, well-educated readers fit Nova Scotia's target and responds strongly to direct response offers. Nova Scotia will be running a special section featuring advertising and editorial content presented in a highly visible and attractive manner to a circulation of over 500,000 to New England.

Contact: Clare Tidby, (902) 493-3251, ctidby.ccl@cclgroup.ca

Insertion Date:	Deadlines:	Cost:
April 2004	Booking: January 2, 2004 Material: January 9, 2004	Full Page: $7,915 Half Page: $3,958 1/4 Page: $1,979

TRADE SHOWS

National Tour Association (NTA) Annual Convention
Toronto, ON, November 12-16, 2004

North American tour operators meeting in one-on-one pre-scheduled appointments. Association membership is required.

Note upcoming dates and locations:

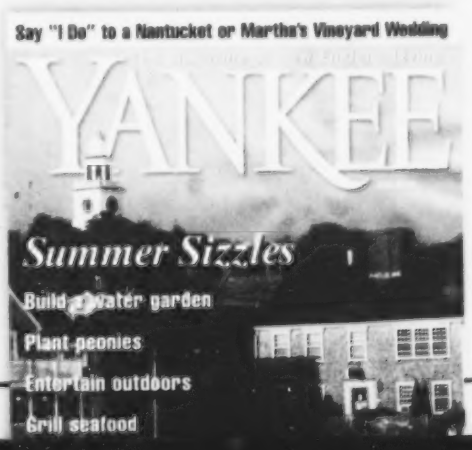
November 4-8, 2005 - Detroit, MI,
November 2-6, 2007 - Kansas City, MO,
November 14-18, 2009 - Reno, NV
November 3-7, 2006 - Salt Lake City, UT
November 15-19, 2008 - Pittsburgh, PA

Who Should Attend:	Contact:	Cost:
Accommodations, attractions / events, receptive operators, Destination Marketing Organizations	Michele Bourgeois (902)424-5037 mbourgeo@gov.ns.ca	Approximately $1,500 registration fee. Accommodation and travel costs extra. Programs and costs may be subject to change.

American Bus Association (ABA)
Chicago, IL, February 5-10, 2005

Motorcoach owners from North America (predominantly USA) meeting in one-on-one pre-scheduled appointments.

Who Should Attend:	Contact:	Cost:
Accommodations, attractions/events, receptive operators, Destination Marketing Organizations	Michele Bourgeois (902)424-5037 mbourgeo@gov.ns.ca	Approximately $1,500 registration fee. Accommodation and travel costs extra. Programs and costs may be subject to change.



VISITOR INFORMATION

Fair & Friendly Exchange Program

The *Fair & Friendly Exchange Program* is a tangible ways to show our US visitors that we appreciate the worth of a dollar - and their valuable business. To participate in this program, the participant guarantees to provide an exchange rate within five percent of the current bank rate and display the Fair & Friendly material in a prominent location where it is recognizable to the visitor. *Fair & Friendly* is a year round program promoted in the *Doer's & Dreamer's* Travel Guide.

Contact:	Cost:
Bob Boyd, (902)424-2906 rboyd@gov.ns.ca	no charge

Europe
PARTNERSHIP-OPPORTUNITIES

TRAVEL SHOWS

Spotlight Canada Annual Convention

London, England
March 8-10, 2004

Tour operators / media from the United Kingdom meeting in one-on-one pre-scheduled appointments. Nova Scotia's participation is in partnership with Atlantic Canada Tourism Partnership.

Who Should Attend:	Contact:	Cost:
Attractions/events, accommodations, Destination Marketing Organizations, receptive tour operators	Kim Jardine (902)424-1787 jardinkr@gov.ns.ca	Approximately $2,500 registration fee Accommodation and travel costs additional. Programs and costs subject to change.

International Tourism Bourse (ITB)

Berlin, Germany
March 12-16, 2004

One of the world's leading travel fairs. Provides an opportunity to meet with tour operators, travel agents and /or German consumers. Nova Scotia's participation is in partnership with the Atlantic Canada Tourism Partnership and the Canadian Tourism Commission.

Who Should Attend:	Contact:	Cost:
Attractions/events, accommodations, Destination Marketing Organizations, receptive tour operators	Kim Jardine (902)424-1787 jardinkr@gov.ns.ca	TBA Accommodation and travel costs additional. Programs and costs subject to change.

Other trade shows in the US and European markets have been identified as excellent opportunities for the industry to promote its products. Nova Scotia will be involved in a number of activities including sales missions, trade shows and special promotions which have yet to be determined.

Niche Markets
PARTNERSHIP OPPORTUNITIES

MEETINGS, CONVENTIONS AND INCENTIVE TRAVEL - FULFILLMENT

2005 Meeting & Convention Planner

The Halifax / Nova Scotia Meeting & Convention Planner is a full colour publication developed in cooperation with Destination Halifax. 10,000 copies are distributed to Canadian and Northeast US meeting and convention planners

Contact: Judi McNaughton, Holiday Media Inc., 425-8255, ext.*222

Deadlines	**Cost**
Distribution: January 2005 Deadline: October 2004	Rate card available

MEETINGS, CONVENTIONS AND INCENTIVE TRAVEL - TRADE SHOWS

Destination Halifax

DESTINATION HALIFAX is the dedicated tourism marketing organization for the Halifax Regional Municipality. It is a partnership of the Hotel Association of Nova Scotia, the Nova Scotia Department of Tourism and Culture, the Halifax Regional Municipality and the World Trade and Convention Centre. This partnership is supported by the hotel marketing levy and the tourism industry at large. Destination Halifax serves to grow tourism receipts in the region and is responsible for promoting both business and leisure travel to external markets.

DESTINATION HALIFAX
NOVA SCOTIA · CANADA

For more information on these programs, please contact
Catherine Porter, Director of Business Sales at Destination Halifax –
email: cporter@destinationhalifax.com, phone: 422-2161.

The following co-operative marketing initiatives involve representation by Destination Halifax in 2004 wherein partner participation by members is available:

January 2004 -
Site Winter Promotion - Toronto, ON

February 18, 2004 -
Tête À Tête Tradeshow - Ottawa, ON

February 19, 2004 - Toronto Winter Marketplace - Toronto, ON

May 6-7, 2004 - Showcase Washington - Washington, DC

May 13, 2004 - Greater Washington Society of Association Executives Springtime in the Park - Washington, DC

May 25, 2004 - Meet Canada - Ottawa, ON

May / June 2004 - Ottawa Client Promotion - Ottawa, ON

June 3-6, 2004 - "Product Testing" FAM Tour - Halifax, NS

July 13-16, 2004 - Council of Engineering and Scientific Society Executives Annual Conference - Miami, FL

August 14-17, 2004 - American Society of Association Executives (ASAE) - Minneapolis

August 25, 2004 - Canadian Meeting and Incentive Travel Show - Toronto, ON

October 14-16, 2004 - Canadian Society of Association Executives Annual Convention - Montreal, QC

October 2004 - US Site Visit - Halifax, NS

October 2004 - Montreal Promotion

November 2004 - Washington Promotion

December 2004 - Showcase Canada - Boston, MA

December 2004 - Showcase Canada - Hartford, CT

GOLF - FULFILLMENT OFFER

2004 Nova Scotia Golf Travel Guide

A full colour publication produced in partnership with Golf Nova Scotia. 85,000 copies of this publication will be distributed as fulfillment to enquiries about golf in Nova Scotia, to all VIC's and point-of-sale kiosks, through Check-In Nova Scotia and at major golf trade and consumer shows. Available as electronic fulfillment online.

Contact: Peter Conn, Holiday Media Inc., (902)425-8255 ext.110

Deadlines	**Cost**
Booking Deadline: October 24, 2003	Back Cover: $6,000
Material Deadline: October 31, 2003	Inside Back Cover: $5,000
Distribution: January 2004	Full Page: $4,000, Half Page: $2,500
	1/4 Page: $1,500
	Prices subject to change.

GOLF - TRAVEL SHOWS

Golf & Travel Shows

Toronto, ON, February 27-29, 2004
Montreal, PQ, March 5-7, 2004
Ottawa, ON, March 12-14, 2004

Nova Scotia will have a presence at these shows in partnership with Golf Nova Scotia. Major Canadian golf and consumer show with exhibitor mix of destinations, resorts, golf clubs and courses, golf manufacturers. Attracts golfers who travel.

Contact:	**Cost:**
Bob Book, (902)424-3141	$1,200 - $2,000 per booth
bookbe@gov.ns.ca	Additional costs for accommodations and travel
	Program/costs subject to change.

OUTDOOR & NATURE - FULFILLMENT OFFER

2004 Nova Scotia Nature & Outdoor Lover's Guide

The Nova Scotia Nature & Outdoor Lover's Guide is a publication developed in cooperation with the Nova Scotia Adventure Tourism Association (NSATA). 100,000 copies of this publication are produced for distribution by members of the Association, as fulfillment to inquiries about outdoor and nature in Nova Scotia, to all provincial VIC's and point-of-sale kiosks. Adventure and Advertising programs are subject to conditions and criteria. Available as electronic fulfillment online.

Contact: Pam Wamback, (902)424-4170, wambackp@gov.ns.ca

Deadlines	**Cost**
Distribution: January 2004	Adventure Listing:
Booking: November 21, 2003	$200 per adventure package
Material Deadlines: December 5, 2003	(limit 1 per operator, open to all outdoor operators)
Advertising (available only to NSATA members):	1/4 page - $300
	1/8 page - $150

ALL MARKETS
PARTNERSHIP OPPORTUNITIES

DESTINATION OPPORTUNITIES PROGRAM

The overall objective of the program is to assist in growing the industry by increasing the number of out-of-province tourists that visit Nova Scotia and increase the amount they spend while in the province. There are 2 parts to the Program to which not-for-profit organizations are eligible to apply through the RTIA's :

1. Festivals & Events Assistance - designed to provide assistance to those festivals or events who are able to impact on incremental visitation and spending to the Province. To work towards achieving these goals, the Program is designed to provide cooperative (partnership) support to a maximum of 50% of costs associated with the direct-to-consumer marketing initiatives that are strategically in line with both the festivals'/events' mandate as well as the Province's objectives. Applicable activities include marketing initiatives (ie. brochure development / printing / distribution, advertising campaigns, direct mail initiatives, research, etc.) or new website development.

   Applications for this program are available by contacting your Regional Tourism Industry Association. Full program information available at www.nstpc.com. Deadline for applications: May 30, 2004

2. Tourism Opportunities - investment will be made in those initiatives which clearly demonstrate their abilities to influence the implementation of the provincial strategic priorities in an effort to reach the overall industry vision of 100% tourism revenue growth in the next decade. Each project will be subjected to criteria screening to determine the project's relevance to the objectives. Maximum level of assistance per application is $25,000 based on maximum 50% cost-sharing. Eligible projects would include seasonal activities (Sept to June), initiatives of an alliance to market a particular destination, or initiatives of an alliance develop and/or market a product cluster.

   Deadline for applications is May 30, 2004. Applications for this program are available by contacting Pam Wamback, 424-4170 / wambackp@gov.ns.ca

Applications for investment under this program are dependent upon funding availability. This assistance is provided on a one year basis only. Successful applications in previous years do not necessarily guarantee eligibility for current year or future funding.

Full program information available at www.nstpc.com.

REGIONAL TOURISM INDUSTRY ASSOCIATIONS

Regional Tourism Industry Associations offer various programs in which industry can participate at the local level including production of literature, FAM tours, consumer shows, special regional promotions, etc. For more information, contact the association in your area:

Antigonish-Eastern Shore Tourism Association - 889-2362 - anteast@ns.sympatico.ca
Central Nova Tourist Association - 893-8782 - info@cnta.ns.ca
Evangeline Trail Tourism Association - 681-1645 - info@evangelinetrail.com
Pictou County Tourist Association - 485-6151 - info@tourismpictoucounty.com
South Shore Tourism Association - 634-8844 - ssta@aliantzinc.ca
Yarmouth County Tourist Association - 742-5355 - ycta@auracom.com
Tourism Cape Breton - 563-4636 - sandra@tcb.ns.ca
Destination Halifax - 422-6347 - info@destinationhalifax.com
Halifax Regional Municipality - Tourism, Recreation & Heritage - 490-4000 - iwc@halifax.ca

MARKETING PROGRAMS

TradeSmart

TradeSmart

TradeSmart is a Travel Trade Supplier Certification Program designed to expand the markets for Nova Scotia's tourism products (accommodations, activities/events, attractions) through building successful partnerships with the travel trade domestically and internationally.

Suppliers and Destination Marketing Organizations are invited each year to attend a seminar that addresses "how-to's" of doing business with the travel trade. A kit and application form are provided. Approval for certification is based on having published policies that are responsive to travel trade needs.

Contact:

Susan Jeffries
(902)424-5486
jeffrisl@gov.ns.ca

Cost:

Seminar $75
Application: $250

Canadian Tourism Commission (CTC)

Canada

Discover our true nature

The CTC offers cooperative marketing and product development opportunities, such as Domestic Rediscover Canada Program, Product Clubs, US Leisure Touring & General Fulfillment, Canadian Domestic Marketing Programs, Niche Product Development, etc.

Greg Klassen, US Leisure Program
(613)946-3135,
klassen.greg@ctc-cct.ca

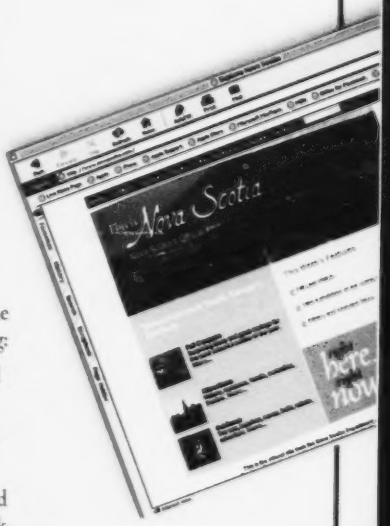
Scott Patterson, Domestic Program
(613)941-0520,
patterson.scott@ctc-cct.ca

Susan Iris, MC&IT Program
(613)682-7705,
iris.susan@ctc-cct.ca

Judith Samuels-Ouellette, Product Club
(613)952-9847,
samuels.judith@ctc-cct.ca

Ernest Labrèque, Culture & Heritage
(613)946-9221,
labreque.ernest@ctc-cct.ca

Mylène Deneault, Winter Tourism & Cuisine
(613)952-1867,
deneault.mylene@ctc-cct.ca



E-MARKETING

Website Reciprocal Link Program

Surf Canada's seacoast on www.novascotia.com , the official tourism website of the province of Nova Scotia. Partners can benefit in two ways from our on-line marketing:

1. Listings included in the Doer's and Dreamer's Guide will automatically be included on-line in a searchable database and/or on pages throughout the site;
2. Links can be established to other Nova Scotia tourism-related sites that specifically promote Nova Scotia as a vacation destination.

Properties participating in the Doer's and Dreamer's Guide are automatically included on www.novascotia.com. Partners are required to provide a reciprocal link back to www.novascotia.com from a primary page on their website. Links may be removed without notice at any time. All information must be kept current. Other conditions may apply.

Contact:

Jennifer Hiltz
(902)424-2682
hiltzje@gov.ns.ca

Cost:

No charge.

Festivals & Events On-line Information

Festivals and events organizers can now enter and update their information online at their convenience! The information will be username and password protected, and contacts will be able to add new events and update or delete their events on a regular basis.

Contact:	Cost:
Pam Wamback (902)424-4170, wambackp@gov.ns.ca	No charge. Available December 2003.

On-line Packages and Special Offers

Seasonal packages and special offers can be featured on the novascotia.com site. Packages must include 1 overnight stay and 2 additional components. Special offers must meet at least one of the following criteria:

- A minimum 20% discount on product
- A value-added feature with minimum $10 value.

Anyone visiting the novascotia.com website will have access to the value offers. All Nova Scotia advertising initiatives in 2004 will direct individuals to the site.

Contact: novascotia.com/partners or Pam Wamback, (902) 424-4170, wambackp@gov.ns.ca

Season	Costs
Winter: December 1 – February 28	$100
Spring: March 1 – May 31	$100
Summer: June 1 – August 31	$100
Fall: September 1 – November 30	$100

TOUR OPERATOR PROGRAMS

Tour Operator Partnership Program

This program provides opportunities to partner in the marketing of packaged products in Nova Scotia's key markets. The program is available to Tour Operators based on submitted proposals only.

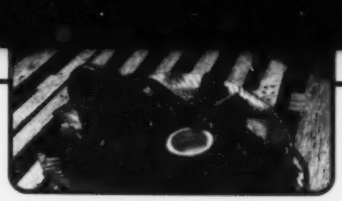
Timing	Contact:
Proposals due December 2003. Funding levels vary.	Cindy Wade (902)424-4676 cwade@gov.ns.ca

PRODUCT KNOWLEDGE / FAMILIARIZATION TOURS

Travel Counsellor

Experiencing your product first hand greatly increases travel counsellors' knowledge of your area and your product, allowing them to transfer this information to our visitors. Each spring regional product knowlege (FAM) tours are conducted for travel counsellors working in provincially and locally operated visitor information centres. These tours are part of an annual training program designed to enhance the travel counsellor's knowledge of Nova Scotia's tourism product. Tours are 3-4 days in length and carry approximately 25-35 participants each.

Timing	Contact:	Cost:
May / June 2004	Lisa MacIsaac (902)424-2788 lmacisaa@gov.ns.ca	Complimentary or reduced costs



Media

To promote Nova Scotia's tourism products through television/film, radio, newspaper or magazine writers, photojournalists and editors of niche publications. Media FAMs last anywhere from several days to 2 weeks and may involve individuals or small groups.

Eligibility:

1. Accommodation must have full private bath.
2. Provide complimentary or reduced rates.
3. Businesses will be contacted depending on the type of media that is touring at the time.
4. Involvement will enhance the awareness and expose the business throughout North America and Europe.

Timing	Contact:	Cost:
Year round, excluding high season	Randy Brooks (902)424-4171 rbrooks@gov.ns.ca	In kind contribution of your product and/or service

Travel Trade

Education of travel agents, reservation agents, travel counselors, tour operators, wholesalers and group leaders to be a highly effective sales force for the Nova Scotia product by allowing them to experience it first hand. Build knowledge and enthusiasm for your product in this important distribution channel.

Eligibility:

1. Accommodation must have full private bath.
2. Provide complimentary or reduced rates.
3. Businesses will be contacted depending on origin and/or special interests of the group.
4. Involvement will enhance the awareness and expose the business throughout North America and Europe.

Timing	Contact:	Cost:
Year round, excluding high season	Cindy Wade (902)424-4676 cwade@gov.ns.ca	In kind contribution of your product and/or service

Meetings, Convention & Incentive Travel

Coordinated by Destination Halifax, these are targeted towards prospects in several market segments, ranging from those with tentative group business on the books to US prospects which are market development in scope. The FAM attracts 15-20 meeting planners / association executives who participate in educational activities, hotel site inspections and social functions.

Timing	Contact:
June 3-6, 2004	Catherine Porter, Director of Business Travel - Destination Halifax (902)422-2161 cporter@destinationhalifax.com

FULFILLMENT

2005 Doer's and Dreamer's Travel Guide
English version

The *Doer's and Dreamer's* Complete Guide is the signature information piece. The guide will be distributed to 650,000 potential visitors as fulfillment to inquiries resulting from advertising campaigns in all Anglophone markets, at travel shows, through VIC's and travel agents.

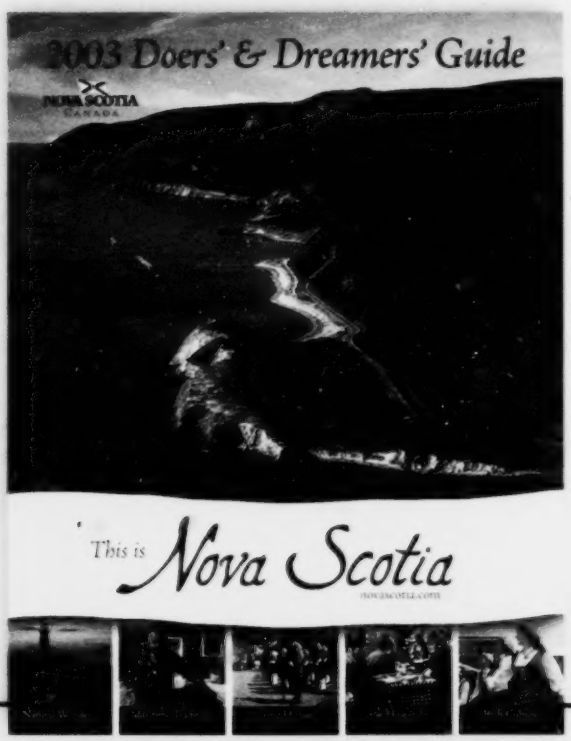
Deadline	Contact:	Cost:
Doers and Dreamers 2005: January 2005 Booking: July 15, 2004 Material: August 31, 2004	Nancy Burgess (902)424-4990 burgesnl@gov.ns.ca	Rate card available March 2004

VISITOR INFORMATION CENTRES & CHECK-IN INFORMATION

Literature VIC Distribution

Distribution of tourism brochures to provincial and municipal Visitor Information Centres. Brochures will be displayed on rotational basis.

Benefits	Contact:	Cost:
Over 1 million visitors enter more than 83 visitor Information Centres throughout the province. Brochures are displayed in the centres by region and/or activity.	Bob Boyd (902)424-2906 rboyd@gov.ns.ca	Operator is responsible for delivery to Distribution Centre.



Nova Scotia Check-In Information and Reservation Service

Information and rates may be updated regularly to remain current. Both reservations and information may be used in pre-planning stage and while in province. Operator only pays for service when revenue is generated through actual booking. Product information listings may be accessed by visitors online, by toll free number or at provincial Visitor Information Centers.

Contact:

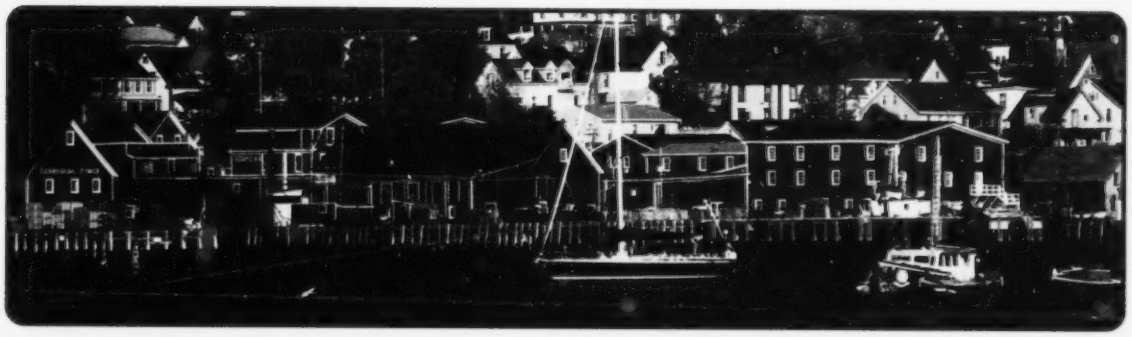
Bob Boyd

(902)424-2906

rboyd@gov.ns.ca

Cost:

Information service free to both operators and visitors. Operators are charged a commission for reservations made through the service.



Open Door Program

This program enables operators to promote their product to staff who can in turn sell the product to the visitor. Participating operators offer some form of discount or added value. Front line staff must present their card identifying them as members in order to receive the discount or added value.

Benefits

Operators promote their product to approximately 700 front line staff at Visitor Information Centres, Check-In, National Historic Sites & Park, Provincial Parks, and Nova Scotia Museums.

Contact:

Bob Boyd

(902)424-2906

rboyd@gov.ns.ca

Cost:

Cost is determined by the operator who can offer reduced rates, waive admission fees, etc. All offers should be based on availability and operators may establish any criteria they wish.

PRODUCT DEVELOPMENT

Tourism Product Development and Enhancement Program

Investing in the development and enhancement of tourism attractions, sites and experiences that build in Nova Scotia's strategic priorities as outlined in the Annual Product Development Plan. Examples of activities include:

* Tourism Planning
* Interpretation Development
* Tourism Infrastructure
* Tourism Programming
* Tourism Highway Attraction Signage

Eligibility: Private sector operators implementing strategic product development projects; non-commercial / not-for-profit organizations such as local development associations, municipalities, industry associations. Eligible costs include planning and design, capital costs and interpretation. Ineligible costs include land acquisition, operating costs, marketing initiatives, marketing plans, administrative and project management.

Deadlines for applications are May 28, 2004 and October 1, 2004. Deadlines and funding resources are subject to change based upon demand and availability of budgets.

Contact:	**Cost:**
Darlene MacDonald (902)424-4021 macdarm@gov.ns.ca	Up to a maximum of 50% of eligible costs.

Tourism Market-Readiness Program

Investing in market-readiness initiatives to enhance the quality of tourism services, businesses and products. Examples of activities include:

* study tours / best business missions
* seminars, workshops, conferences
* mentoring assessments
* professional development of outdoor / adventure tourism operators
* mystery shop assessments
* french-readiness
* sustainable communities
* strategic community tourism planning

Eligibility: Private sector operators implementing strategic product development projects; non-commercial / not-for-profit organizations such as local development associations, municipalities, industry associations. Eligible costs include professional services, meeting expenses, travel expenses, registration fees, incremental administration. Ineligible costs include capital and operating costs, industry participation time.

Contact:	**Cost:**
Darlene MacDonald (902)424-4021 macdarm@gov.ns.ca	Up to a maximum of 75% of eligible costs.

Business Development Guides

The purpose of the "how-to" business development guides is to provide information necessary for establishing, improving and operating a tourism-related business in Nova Scotia. There are 11 guides available:

* Accommodations
* Restaurants
* Receptive Tour Operators
* Community Tourism Planning
* Retail Operations
* Adventure Tourism Operators
* Campgrounds
* Local Sightseeing Tour Operators
* Visitor Information Centres
* Attraction Development
* Marketing for Individual Businesses

Contact:

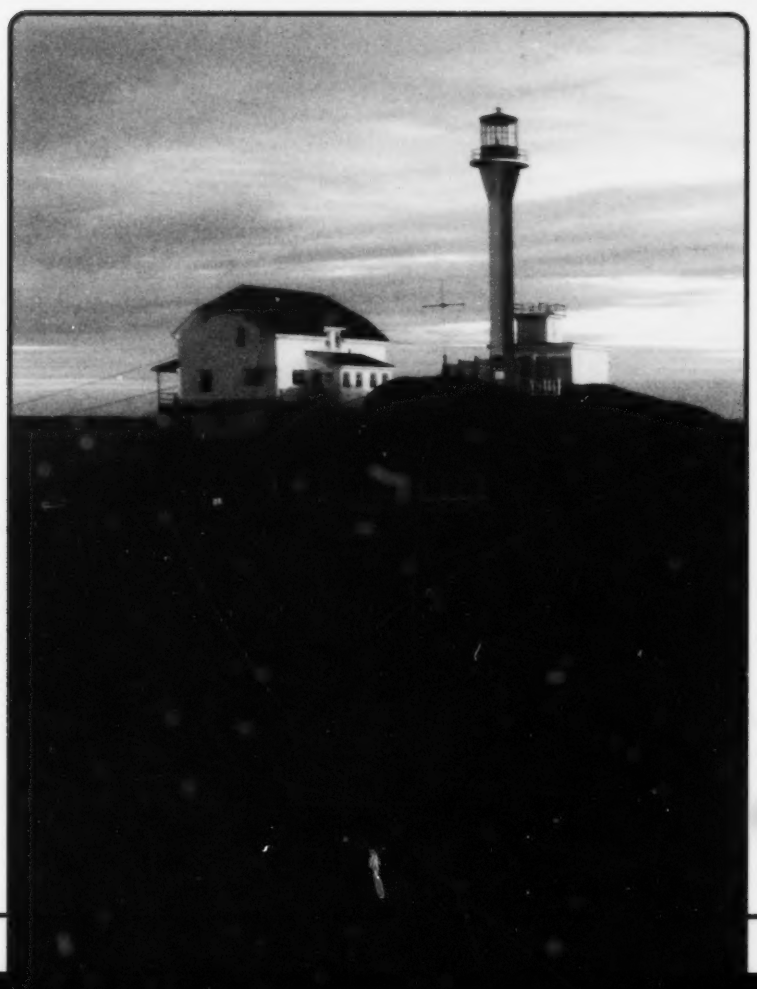
Darlene MacDonald

(902)424-4021

macdarm@gov.ns.ca

Cost:

No charge



DATES TO REMEMBER

Atlantic Canada Partnership Opportunities

2004 Festivals and Events Guide ..... Booking: November 28, 2003
..... Materials: December 5, 2003

2004 Spring/Summer Vacation Value Book ..... Booking & Materials: January 30, 2004

2004 Fall Vacation Value Book ..... Booking & Materials: June 25, 2004

Ontario Partnership Opportunities

Reader's Digest (Eastern Canada) ..... Booking: January 2, 2004
..... Materials: January 9, 2004

Canadian Living ..... Booking: December 21, 2003
..... Materials: January 2, 2004

Ontario Motorcoach Association Annual Convention, Toronto, ON .. November 7-10, 2004

Québec Partnership Opportunities

Sélection du Reader's Digest ..... Booking: January 2, 2004
..... Materials: January 9, 2004

Montreal – La Presse and Le Journal ..... Booking: February 3, 2004
..... Materials: February 10, 2004

2004 French Travel Guide ..... Booking: October 15, 2003
..... Materials: December 1, 2003

Salon Vacances et loisirs d'été (Summer Holidays Show) ..... Montreal, QC: April 16-18, 2004

Salon Vacances et loisirs d'été (Summer Holidays Show) ..... Québec City, QC: April 23-25, 2004

Bienvenue Québec, Québec City, QC ..... Québec City, QC: October 25-27, 2004

Northeastern Partnership Opportunities

Yankee Magazine ..... Booking: January 2, 2004
..... Materials: January 9, 2004

Europe Partnership Opportunities

Spotlight Canada; London, England ..... March 8-10, 2004

International Tourism Bourse; Berlin, German ..... March 12-16, 2004

Niche Markets Partnership Opportunities

2005 Meeting & Convention Planner. ..... Deadline: October 2004
..... Distribution: January 2005

2004 Nova Scotia Golf Travel Guide ..... Booking: October 24, 2003
..... Materials: October 31, 2003

Golf & Travel Show ..... Toronto, ON: Feb. 27-29, 2004
..... Montreal, PQ: March 5-7, 2004
..... Ottawa, ON: March 12-14, 2004

2004 Nature & Outdoor Lover's Guide ..... Booking: November 21, 2003
..... Materials: December 5, 2003

All Markets Partnership Opportunities

Destination Opportunities Program ..... May 30, 2004

Tour Operator Partnership Program ..... Proposals due December 2003

National Tour Association Annual Convention ..... Toronto, ON: November 12-16, 2004

American Bus Association ..... Chicago, IL: February 5-10, 2005

Atlantic Canada Showcase ..... St. John's, NL: October 12-14, 2004

Tourism Product Development and Enhancement Program .. May 28, 2004, October 1, 2004

Online Packages and Special Offers ..... Materials: Winter - December 1, 2003
..... Materials: Spring - March 1, 2004
..... Materials: Summer - June 1, 2004
..... Materials: Fall - September 1, 2004

2005 Doers' & Dreamers' Travel Guide (English Version) ..... Booking: July 15, 2004
..... Materials: August 31, 2004

NOVA SCOTIA
Tourism and Culture

Nova Scotia Department of Tourism and Culture
PO Box 456 Halifax, Nova Scotia B3J 2R5 Canada
Contact: Pam Wamback
Tel: (902)424-4170 Fax: (902)424-2668 Email: wambackp@gov.ns.ca

NOVA SCOTIA
Tourism Partnership

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